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Aeroplan Named One of Canada's 10 Most Admired Corporate Cultures

MONTREAL, Nov. 18 /CNW Telbec/ - Aeroplan, Canada's premier loyalty company has been named one of the 10 Most Admired Corporate Cultures in Canada by Waterstone Human Capital, a leading executive search and professional recruitment firm. Aeroplan was first named one of the 10 Most Admired Corporate Cultures in the Quebec & Atlantic Region earlier this year.

Canada's 10 Most Admired Corporate Cultures program recognizes leading Canadian organizations for having a culture that has helped them enhance performance and sustain a competitive advantage. In 2009, more than 400 organizations were nominated, representing a cross-section of leading Canadian organizations.

Aeroplan's history is one of innovation and leadership. From its creation in 1984 as Air Canada's frequent flyer program, the completion of an IPO for the world's first publicly traded loyalty program, the launch of premium rewards credit cards to the development of our unique suite of non-air rewards, Aeroplan has embraced opportunity and change to drive business.

"We are honoured to receive this recognition from our peers. From a cultural standpoint, achieving Aeroplan's Mission of being the leader in loyalty requires a strong, unified culture and Aeroplan's values are at the heart of this," said Vince Timpano, President and Chief Executive Officer, Aeroplan. "Employee engagement and being customer centric and innovative are also integral components of our culture and all help facilitate a work environment that fuels success."

Earlier this year, Aeroplan was also named one of Montreal's Top 15 Employers by Mediacorp for the second year in a row, one of Canada's Greenest Employers and most recently honoured with Program of the Year by the Frequent Traveler Awards.

Aeroplan, along with the other winners of Canada's 10 Most Admired Corporate Cultures of 2010 will be celebrated at a gala to be held on February 7th, 2011, in Toronto.

About Canada's 10 Most Admired Corporate Cultures™: Since 2005, the Canada's 10 Most Admired Corporate Cultures™ program has recognized leading Canadian organizations for having a culture that has helped them enhance performance and sustain a competitive advantage. This popular program begins in the spring of each year with the Canadian Corporate Culture Study™ and culminates in regional and national awards events. Canada's 10 Most Admired Corporate Cultures™ is founded and presented by Waterstone Human Capital, a leading professional recruitment, executive search and human resource consulting services firm based in Toronto. www.canadasmostadmired.com.

About Aeroplan

Aeroplan, Canada's premier coalition loyalty program, is owned by Groupe Aeroplan Inc., a global leader in loyalty management.

Aeroplan's millions of members earn Aeroplan Miles with its growing network of over 75 world-class partners, representing more than 150 brands in the financial, retail, and travel sectors.

In 2009, over 2.1 million rewards were issued to members including more than 1.5 million flights on Air Canada and Star Alliance carriers which offer travel to more than 1,000 destinations worldwide. In addition to flights, members also have access to over 600 exciting specialty, merchandise, hotel, car rental and experiential rewards.

For more information about Aeroplan, please visit www.aeroplan.com or www.groupeaeroplan.com.

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